

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings of claims in the application:

Please cancel claims 2, 5, 17, and 20 without prejudice or disclaimer.

Please amend claims 1, 3, 4, 14, and 19 as follows:

Listing of Claims:

1. (Amended) A label holder for attachment to a scanner hook assembly, wherein the scanner hook assembly includes at least a scanner hook having a proximal end and a distal end, mounting means on the proximal end of the scanner hook for mounting the scanner hook assembly on a supporting surface with the scanner hook cantilevered forwardly from the supporting surface, and support means on the distal end of the scanner hook for a label holder,

said label holder comprising an upper clip portion and a lower label-receiving portion,

said clip portion including attaching means for removably securing said label holder to the support means of the scanner hook assembly in a substantially fixed, non-rotatable, relationship with respect to the support means,

and a hinge element interconnecting said clip portion to said label-receiving portion of said label holder to permit said label-receiving portion to be moved between a first position in which it depends from said clip portion under the influence of gravity and a second position in which it extends at an angle with respect to said clip portion, said hinge element formed of a flexible material, the flexibility of said material controlled vis-a-vis the combined weight of said label-receiving portion and a label carried thereby to retain

said label-receiving portion in said second position against the influence of gravity until said label-receiving portion is manually moved.

2. (Cancelled)

3. (Amended) ~~The label holder of claim 1~~ A label holder for attachment to a scanner hook assembly, wherein the scanner hook assembly includes at least a scanner hook having a proximal end and a distal end, mounting means on the proximal end of the scanner hook for mounting the scanner hook assembly on a supporting surface with the scanner hook cantilevered forwardly from the supporting surface, and support means on the distal end of the scanner hook for a label holder,

said label holder comprising an upper clip portion and a lower label-receiving portion,

said clip portion including attaching means for removably securing said label holder to the support means of the scanner hook assembly in a substantially fixed, non-rotatable, relationship with respect to the support means,

and a hinge element interconnecting said clip portion to said label-receiving portion of said label holder to permit said label-receiving portion to be moved between a first position in which it depends from said clip portion under the influence of gravity and a second position in which it extends at an angle with respect to said clip portion,

wherein the support means of the scanner hook assembly includes a support element extending generally perpendicularly with respect to the distal end of the scanner hook, and said attaching means of said clip portion of said label holder comprises a resilient clip member having an internal surface

engageable about the support element of the scanner hook assembly, and gripping means carried by said clip member adapted to non-rotatably fix said clip member to the support element.

4. (Amended) The label holder of claim 3 wherein the support element of the scanner hook assembly comprises an ~~L-shaped~~ right-angular extension at the distal end of the scanner hook, and said clip member is engageable about the ~~L-shaped~~ right-angular extension.

5. (Cancelled)

6. (Original) The label holder of claim 3 wherein the support element comprises a generally flat scanner plate fixedly secured at a right angle to the distal end of the scanner hook and having upper edge portions about which said clip member may be resiliently engaged.

7. (Original) The label holder of claim 3 wherein said clip member is elongated and includes a central portion with a cut-out to accommodate the distal end of the support hook, and resilient side portions on each side of said cut-out each having freely extending first edge portions, said side portions being resiliently engageable about the support element of the scanner hook assembly, and said clip member including an elongate second edge portion interconnected to said hinge element.

8. (Original) The label holder of claim 3 wherein said gripping means comprises at least one section of resilient material carried by said internal surface of said clip member.

9. (Original) The label holder of claim 8 wherein said gripping means includes a multiplicity of strips of resilient material spaced about said internal surface of said clip member to enable said clip member to fixedly and non-rotatably secure said clip portion of said label holder about scanner hook elements of different dimensions.

10. (Original) The label holder of claim 1 wherein said label holder portion comprises a backing member having an upper edge connected to said hinge element and having a front face adapted to support a label.

11. (Original) The label holder of claim 10 wherein said label holder further includes a transparent cover member having a front face and a rear face, said backing member and said cover member having lower edges hingedly secured to each other for movement of said cover member between an opened position and a closed position, a label-receiving pocket defined between said front face of said backing member and said rear face of said cover member.

12. (Original) The label holder of claim 11 wherein said label holder further includes a latch resiliently securing said cover member to said backing member in said closed position.

13. (Original) The label holder of claim 11 further including an upper lip defining a downwardly-opening upper sign-receiving pocket carried by said front face of said cover member, and a spaced lower lip defining an upwardly-opening lower sign-receiving pocket carried by said front face of said cover member.

14. (Amended) In combination, a supporting surface, a scanner hook assembly attached to said supporting surface, and a label holder attached to said scanner hook assembly,

said scanner hook assembly including at least a scanner hook having a proximal end and a distal end, mounting means on said proximal end of said scanner hook for mounting said scanner hook assembly on said supporting surface with said scanner hook cantilevered forwardly from said supporting surface, and support means on said distal end of said scanner hook for said label holder,

said label holder comprising an upper clip portion and a lower label-receiving portion having a label carried thereby,

said clip portion including attaching means removably securing said label holder to said support means of said scanner hook assembly in a substantially fixed, non-rotatable, relationship with respect to said support means,

and a hinge element interconnecting said clip portion to said label-receiving portion of said label holder to permit said label-receiving portion to be moved between a first position in which it depends from said clip portion under the influence of gravity and a second position in which it extends at an angle with respect to said clip portion,

said hinge element formed of a flexible material, the flexibility of said material controlled vis-à-vis the combined weight of said label-receiving portion and said label to retain said label-receiving portion in said second position against the influence of gravity until said label-receiving portion is manually moved.

15. (Original) The combination of claim 14 wherein said supporting surface is a perforated board.

16. (Original) The combination of claim 14 wherein said scanner hook assembly further comprises a product-receiving hook spaced below said scanner hook, said product-receiving hook including a distal end closer to said supporting surface than said distal end of said scanner hook.

17. (Cancelled)

18. (Original) The combination of claim 14 wherein said support means of the scanner hook assembly includes a support element extending generally perpendicularly with respect to said distal end of said scanner hook, and said attaching means of said clip portion of said label holder comprises a resilient clip member having an internal surface engaged about said support element of said scanner hook assembly, and gripping means carried by said clip member non-rotatably fixing said clip member to said support element.

19. (Amended) The combination of claim 18 wherein said support element of said scanner hook assembly comprises an ~~L-shaped~~ right-angular extension at said distal end of said scanner hook, and said clip member is engaged about said ~~L-shaped~~right-angular extension.

20. (Cancelled)

21. (Original) The combination of claim 18 wherein said support element comprises a generally flat scanner plate fixedly secured at a right angle to said distal end of said scanner hook and having upper edge portions about which said clip member is resiliently engaged.

22. (Original) The combination of claim 18 wherein said clip member is elongated and includes a central portion with a cut-out to accommodate said distal end of said support hook, and resilient side portions on each side of said cut-out each having freely extending first edge portions, said side portions being resiliently engaged about said support element of said scanner hook assembly, and said clip member including an elongate second edge portion connected to said hinge element.

23. (Original) The combination of claim 18 wherein said gripping means comprises at least one section of resilient material carried by said internal surface of said clip member.

24. (Original) The combination of claim 23 wherein said gripping means includes a multiplicity of strips of resilient material spaced about said internal surface of said clip member to enable said clip member to fixedly and non-rotatably secure said clip portion of said label holder about scanner hook elements of different dimensions.

25. (Original) The combination of claim 14 wherein said label holder portion comprises a backing member having an upper edge connected to said hinge element and having a front face, and a label supported by said front face of said backing member.

26. (Original) The combination of claim 25 wherein said label holder further includes a transparent cover member having a front face and a rear face, said backing member and said cover member having lower edges hingedly secured to each other for movement of said cover member between an opened position and a closed position, a label-receiving pocket defined between said front face of said backing member and said rear face of said cover member.

27. (Original) The combination of claim 26 wherein said label holder further includes a latch resiliently securing said cover member to said backing member in said closed position.

28. (Original) The combination of claim 25 further including an upper lip defining a downwardly-opening upper sign-receiving pocket carried by said front face of said cover member, a spaced lower lip defining an upwardly-opening lower sign-receiving pocket carried by said front face of said cover member, and a sign carried by said upper and lower sign-receiving pockets.